

## NOVEMBER SALES: 53,672 UNITS

### 2015 Genesis Sedan Sales Up 57%!

As the weather cooled down, so did sales, as November's sales were down 4% compared to last year's record setting November.

"Despite challenges in certain segments, the Genesis sedan – recently named ALG's Residual Value Award winner (*story below*) – and Sonata, were up 57 and 12%, respectively, turning in impressive performances," said Bob Pradzinski, Vice President, National Sales.

Here are the sales highlights for November:

- **Sonata** – our #1 selling car at 18,515 units – up 12%
- **Elantra** – our #2 selling car at 14,002 units
- **Genesis Sedan & Coupe** – 2,431 units – up 22%
- **Santa Fe** – 9,787 units – up over last November
- **Tucson** – 3,642 units – up over last November

We are at the end of the year – *now is the time to finish strong and set a new annual sales record!*

### AWARDS & ACCOLADES HIGHLIGHTS:

- **ALG Residual Value Award** – the 2015 Genesis took the top spot in *ALG's Residual Value Awards* for the Premium Full-Size Car segment, as it is projected to retain the highest percentage of its original price after the typical ownership period of three years compared to competing models like the Volvo XC70 and Lexus GS.
- According to a leading source in the industry, Hyundai is succeeding in the \$40,000+ sedan segment as the **Genesis** alone is outselling four luxury nameplates: Infiniti, Lincoln, Acura and Volvo, and outsells Cadillac's CTS.

**More Awards & Accolades on Page 4, "In The News"**

### Sales Edge Quick Links:

[www.HyundaiProductInformation.com](http://www.HyundaiProductInformation.com) – for Hyundai Product Information

[www.HyundaiSalesTraining.com](http://www.HyundaiSalesTraining.com) – for Sales Training Tracking and STAR certification

[www.HyundaiSalesReward.com](http://www.HyundaiSalesReward.com) – for Sales Person / Manager STAR rewards

[www.HyundaiNews.com](http://www.HyundaiNews.com) – Hyundai Media & press releases

[www.HyundaiDealer.com](http://www.HyundaiDealer.com) – for Hyundai Dealer Operations

[www.HyundaiAdPlanner.com](http://www.HyundaiAdPlanner.com) – for Dealership advertising

[www.HyundaiHopeOnWheels.org](http://www.HyundaiHopeOnWheels.org) – for the latest *Hyundai Hope On Wheels* pediatric cancer information

[www.Hyundai.com](http://www.Hyundai.com) – Hyundai Consumer Site includes "build your own" model information and Bluetooth pairing information

### OTD NEWS:

### December Update

The final release of OTD V6 is here!

Release 4 will include the long awaited and highly requested ability to trade one or more vehicles to a specific dealer.

- Transition from Pipeline Swap to Pipeline Trade

We are also pleased to announce for the first time visibility of unbuilt dealer pipeline in Locator. This will further enhance the dealer Pipeline Trade experience. This functionality is scheduled to be available for dealers in mid-January 2015.

Using feedback from dealer surveys and dealer focus group meetings, we've attempted to implement as many of your requests as possible and we hope they've been well received. Release 4 enhancements will conclude the OTD V6 project, however; we will continue to communicate updates as we continue to add new enhancements to the OTD system.

For more information on OTD Training, please visit **HyundaiDealer.com** → Sales → OTD Reference **Material tab**. There, you can find OTD training manuals, videos, FAQ's and more.

### STAR NEWS:

### Dec. 10: 2015 STAR Certification

The **2015 STAR Certification** testing will open on Wednesday, December 10<sup>th</sup>. Existing STAR-Certified sales consultants and sales managers will have 60 days – until Monday, February 9<sup>th</sup> – to take the required tests and maintain the uninterrupted flow of their STAR incentive payments.

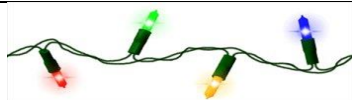
- After that date, STAR payments will be held until re-certification has been completed.

As in recent years, the popular product, quick-take Elite test versions will be available to Elite-qualified members. Elite tests and PDF reference documents will be available for all Carryover models (not the all-new Genesis or Sonata).

- Elite Status is awarded to sales professionals with at least two years of STAR Certification and a Hyundai Sales STAR Index of 940 or above.

STAR News continues on the next page...

*Thank you for your hard work – the staff at The Sales Edge wishes everyone at your dealership and in your families Happy Holidays and a prosperous New Year!*



STAR News continued from the previous page...

### **TRAINING ATTENDANCE CREDITS**

Sales personnel who attended these Hyundai sales training events have earned pre-certification on the listed courses:

- **2014 Ride & Drive:** Pre-certified on *2015 Genesis*, *2014 Tucson* and *2014 Elantra* Product Courses
- **2015 Sonata Experience Workshop:** Pre-certified on *Sonata Stories* Best Practices Course

### **PRODUCT COURSES**

All-new 2015 model walkarounds:

- Sonata (except Hybrid) • Genesis

2015 carryover models and quick-take Elite test versions:

- Accent • Azera
- Elantra Sedan • Elantra GT
- Genesis Coupe • Santa Fe and Santa Fe Sport
- Sonata Hybrid (2014 body style)
- Tucson • Veloster and Veloster Turbo

### **NEW BEST PRACTICES COURSES**

- Sonata Stories
- Blue Link Mobile App
- The Buzz on Hyundai Technologies
- Unlocking the Secrets of Hyundai Mystery Shoppers

### **BLUE LINK® NEWS:**

## **New Blue Link Enhancements**

*We listened* – our new **Blue Link App** has officially launched and now offers a new user interface and experience. The new Blue Link App provides a streamlined experience for all Blue Link customers with first and next generation systems. The *MyHyundai.com* experience has also been enhanced to better serve our customers. For customers who have not recently logged in to *MyHyundai.com*, encourage them to do so. Ongoing security changes have been implemented and require customers to update their information. If your customers come across any difficulty logging in, you can provide them with these three easy steps to recover their password:


1. For customers who have security questions already setup – they can answer the security question and an email reset link is sent to them via email (available for 24 hours).
2. For customers without security questions setup – they will need to provide the last six digits of their VIN along with their zip code – an email reset link is sent to them via email (available for 24 hours)
3. For customers without security questions or VIN info – they need to call 855-2-BlueLink and a call center agent can provide a temporary password which can be used to reset their account password (available for 72 hours).

Blue Link News continued from the previous column...

In addition, coming in early December, the Blue Link mobile app “remember me” function will change to “Keep me logged in?” and retain username and password for added convenience to your customers.


### **Navigation Demo**

Destination Search powered by Google is one of Blue Link’s most useful features. During all of your test drives, the navigation demo is a great way to tout the benefits of this feature. Available in both audio and navigation units, the following directions will help you access this great tool:

**For audio-equipped vehicles:** push the  button and say “Navigation Demo” – the system will then prompt you to “please say a destination.”

**For navigation equipped vehicles:** push the  button

1. If prompted for “Name of a Service,” say, “Navigation Demo” – followed by the destination.
2. Otherwise, directly say the name of the POI, category or street address.

In our new 2015 Genesis and Sonata with Navigation, if you push the  button and say “navigation demo” in the pre-RDR state, the system will say, “Please use the center Navigation Services button and state an address or point of interest to demo Destination Search Powered by Google.”

To optimize your search results, here are some tips that you will find helpful:

1. You can say the name of the POI, category or street address.
2. To improve the search results, you can say their POI “near\_[location/city]\_” (i.e., “Target near Costa Mesa”), otherwise the vehicle location will be used.
3. For POIs that may be harder to pronounce (i.e., Yosemite), spelling the name or address of the destination will help search results.

## **Top Blue Link Performing Dealers\***

<b>NATIONAL NOVEMBER YTD</b>		<b>Enrollment %</b>	<b>Credit Card Capture %</b>
MA059	Bernardi Hyundai	100	57
FL126	Red Hoagland Hyundai	99	44
IL085	AutoNation Hyundai O'Hare	99	51
MN017	Buerkle Hyundai	99	40
NH014	Salem Hyundai	98	69
KS013	Scholfield Hyundai West	98	60
MA061	Prime Hyundai South	98	38
NY041	Garvey Hyundai	98	46
TX158	Ron Carter Hyundai	98	47
NC046	Pinehurst Hyundai	98	69

\*Top 10 Enrollment & Associated Credit Card Capture  
NOTE: Enrollment Objective = 80%; Credit Card Capture Objective = 35%



SSI NEWS:

## 2014 J.D. Power Sales Satisfaction

In J.D. Power's 2014 Sales Satisfaction Index<sup>SM</sup>, Hyundai increased our overall SSI score, but dropped in the ranking due to various reasons – according to customers:

- Dealers did not have the exact model they wanted
- Dealers did not offer enough for their trade-in
- The salesperson applied too much pressure
- The salesperson didn't seem knowledgeable
- Salesperson would not give straight answers about price

In the future, to improve sales satisfaction at your dealership, plan a meeting to discuss the areas of dissatisfaction with *your* customers, then brainstorm ways to resolve those issues. And if your salespeople need more product information, they can go to: [www.hyundaiproductinformation.com](http://www.hyundaiproductinformation.com) .

CPO NEWS:

## 8,138 units: Best Nov. on Record!

This November, we set a CPO sales record of 8,138 units. This represents an increase of 33% over November 2013. Year-to-date, 769 Hyundai dealers sold 87,812 CPO units, creating a 25.6% gain over last year.

## Top Selling CPO Dealers: Nov. '14 YTD

NATIONAL – NOVEMBER YTD		Sales
FL108	Hyundai of New Port Richey	1,385
FL005	Rick Case Hyundai	835
GA037	Jim Ellis Hyundai	813
NJ032	Lester Glenn Hyundai	746
TX100	Hyundai of El Paso	742
NV023	Planet Hyundai	740
NV020	Henderson Hyundai Superstore	664
CA293	Hardin Hyundai	611
MN021	Luther Bloomington Hyundai	544
CA310	Garden Grove Hyundai	531

**Special CPO Low APR Financing Rates Continue in December** – HMA and HMF are pleased to announce the continuation of special low APR rates for well-qualified buyers during December in support of CPO vehicle sales. Special rates are in effect and available from December 2, 2014 – January 2, 2015. See the HMF CPO program bulletin for complete details, terms and conditions.

**Hyundai CPO receives 4<sup>th</sup> consecutive IntelliChoice Award** – for 4<sup>th</sup> consecutive year, Hyundai received the distinction of **“Best Popular Program”** in IntelliChoice's annual *Certified Pre-Owned Car Awards*.

- Hyundai secured the top spot among 14 popular brands due to its strong used car brand value and CPO sales market penetration.

**Did You Know?** A used Hyundai vehicle can be a CPO more than once! For example, some areas have 1-year leases – when that vehicle comes back to the dealer, if it meets the CPO criteria, it can be sold as a CPO. If that *same* vehicle comes back to the dealership and still meets the CPO criteria for age and mileage, then it can be sold as a CPO again – and you get credit for it each time you sell it.

VOICE OF THE CUSTOMER:

## SureCritic™: Web-Based Feedback

Last year, HMA and you, our dealer network, announced that we would publicly feature owner-generated ratings and reviews of dealership service experience through [SureCritic™](http://SureCritic.com), similar to a way a restaurant or movie is rated on-line. Since then, more than 96% of dealers are enrolled and actively monitor reviews. No other manufacturer provides the transparency of its dealership service facilities like Hyundai.

- In the past three months on SureCritic, actual customers posted 16,269 reviews about their dealership service visit
- Ratings averaged 4.6 on a 5-star scale and 91% would recommend their dealer to a friend
- Dealers responded to 77% of these reviews with an average response time of 3 days

To respond or share reviews, login at [www.surecritic.com](http://www.surecritic.com) or follow the *Hyundai Customer Reviews* link on [www.hyundaidealer.com](http://www.hyundaidealer.com) or [www.hyundaicustomerinsights.com](http://www.hyundaicustomerinsights.com). If you have trouble logging in or have not received your login info, please contact Hyundai Customer Reviews Program Headquarters at 855.307.8706 or [Hyundai@SureCritic.com](mailto:Hyundai@SureCritic.com).

Here are the benefits of Hyundai Customer Reviews powered by SureCritic:

- Increased customer satisfaction and retention while improving online reputation and visibility
- Verified customers are invited to post a review at the end of his or her Hyundai Service Index (HSI) survey
- Dealers have 14 days to resolve a Low Score (1 to 3 stars) Review before it publishes on the dealers' SureCritic review site
- Customers may only share positive (4 or 5 stars) reviews on social media sites

In today's world with the prevalence of social media, it is good to have a source like SureCritic to share positive customer feedback, as well as to discover if there are issues, then work to resolve those issues.

DEALER NEWS:

## Regional Walkaround Competition

The Southern Region hosted their 2015 Genesis and Sonata walkaround sales consultant competition on October 23<sup>rd</sup>. It was a competitive bunch, and after some thorough and intense presentations we had winners from each competition:

**Genesis winners:**

1. Chuck Loomis, Napelton West Palm
2. Christopher Bilezikian, Key Hyundai
3. Scott Cramblitt, Keffer Hyundai



**Sonata winners:**

1. Edward Garcia, Tamiami Hyundai
2. John Bullard, Pinehurst Automall
3. Jamie Van Sciver, Carolina Hyundai High Point



IN THE NEWS:

## Latest Awards and Accolades

- **2015 Genesis** – named **“Sedan of the Year”** by men’s magazine *Esquire* for its luxurious design and smooth drive, while delivering value to owners.
- **2015 Genesis** – named **“Luxury Car of the Year”** in *Popular Mechanics’* annual **Car of the Year Awards**. Details on the win are in the December/January issue of *Popular Mechanics*, on newsstands now.
- **2015 Genesis** – named **“Best Luxury Car”** and a **Top Ten Car of 2015** by the jurors of the Hispanic Motor Press Awards.
- **2015 Genesis** – named **“Best Luxury Sedan”** by *Ruedas ESPN*, the leading Spanish automotive radio
- **2015 Sonata** – named a **Top Rated Vehicle** by car-shopping website *Edmunds.com*. Sonata was praised for its suite of standard safety and convenience features, refined styling, and range of efficient and powerful engines.
- **2015 Sonata** – won the **Midsize Sedan Challenge**, which was conducted by the experts from *Cars.com*, *USA Today* and *MotorWeek*.

HMF NEWS:

## December Lease Programs

- '15 Accent: \$169/mo. for 36 mos; \$1,899 at lease signing
- '15 Tucson: \$249/mo. for 36 mos; \$2,699 at lease signing
- '15 Santa Fe Sport: \$269/mo. for 36 mos; \$3,199 at lease signing
- '15 Santa Fe: \$299/mo. For 36 mos; \$3,199 at lease signing
- '15 Genesis: \$399/mo. for 36 mos; \$3,999 at lease signing
- '15 Equus: \$739/mo. for 36 mos; \$3,999 at lease signing
- '14 Elantra: \$179/mo. for 36 mos; \$2,299 at lease signing
- '14 Elantra GT: \$189/mo. for 36 mos; \$2,799 at lease signing
- '14 Sonata: \$199/mo. for 36 mos; \$2,199 at lease signing
- '14 Azera: \$329/mo. for 36 mos; \$3,199 at lease signing

\*Refer to HMF’s Marketing announcement for the newest rates.

## December / January Auctions

Adesa Minnesota	Dayton, MN	Dec. 9
Manheim Kansas City	Kansas City, MO	Dec. 10
Manheim Seattle	Seattle, WA	Dec. 10
Manheim Denver	Denver, CO	Dec. 16
Manheim Orlando	Ocoee, FL	Dec. 16
Manheim Riverside	Riverside, CA	Dec. 16
Manheim Dallas	Dallas, TX	Dec. 17
Manheim Auto Auction	Manheim, PA	Dec. 19
Manheim Arena	Bolingbrook, IL	Jan. 6
Manheim Georgia	Atlanta, GA	Jan. 6
Manheim Seattle	Seattle, WA	Jan. 7
Manheim Auto Auction	Las Vegas, NV	Jan. 9
Manheim Auto Auction	Manheim, PA	Jan. 9

**Fastlane Closed Event Sale: December 19 – 21**

For online sales, log onto [www.hyundaifastlane.com](http://www.hyundaifastlane.com)

## Top HPI Dealers - November YTD\*

NATIONAL – Year-To-Date (YTD)		HPI Score
MA024	Mirak Hyundai	985
KY017	Gates Hyundai	985
WA026	Hyundai of Everett	982
AR034	Crain Hyundai of Springdale	981
AL028	Hyundai of Auburn	981
PA060	Freedom Hyundai	980
WI032	Bergstrom Hyundai	980
TN035	Friendship Hyundai of Johnson	980
OH047	Preston Hyundai	979
PA057	Mike Kelly Hyundai	979
TX141	James Wood Hyundai	979

\*Minimum of 10 surveys a month to qualify for Top HPI Dealer Ranking

## Top HSI Dealers - November YTD\*

NATIONAL – Year-To-Date (YTD)		HSI Score
TX170	Texoma Hyundai	981
NC058	Bob Mayberry Hyundai	978
IN028	Ray Skillman Southside Hyundai	977
OH050	Mathews Hyundai	976
CA349	Winn Hyundai of Santa Maria	976
PA068	Lancaster Hyundai	976
IN040	Wetzel Hyundai	976
FL126	Red Hoagland Hyundai	975
AR035	Crain Hyundai of Bentonville	974
TN034	Gray Epperson Hyundai	974

\*Minimum of 25 HSI surveys a month to qualify for Top HSI Ranking

## Top Selling Dealers - Nov. '14 MTD

CENTRAL REGION – Month-To-Date (MTD)		Sales
IL018	Green Hyundai	119
IL073	McGrath City Hyundai	108
IL063	Family Hyundai	105
OH053	Ron Marhofer Hyundai	100
IL080	Gerald Hyundai	97

SOUTHERN REGION		Sales
FL108	Hyundai of New Port Richey	555
FL122	Coconut Creek Hyundai	310
FL114	Rick Case Hyundai	266
FL110	Doral Hyundai	225
FL088	O’Brien Hyundai of Fort Myers	208

EASTERN REGION		Sales
NJ032	Lester Glenn Hyundai	320
NJ029	Brad Benson Hyundai	273
NY075	Atlantic Hyundai	269
NY110	Advantage Hyundai	193
NJ033	Paramus Hyundai	125

SOUTH CENTRAL REGION		Sales
TX100	Hyundai of El Paso	240
TX158	Ron Carter Hyundai	222
TX171	South Point Hyundai	190
AL022	Hyundai of Gadsden	184
TX040	Huffines Hyundai Plano	152

WESTERN REGION		Sales
NV023	Planet Hyundai	329
CA293	Hardin Hyundai	285
CA310	Garden Grove Hyundai	241
NV020	Henderson Hyundai Superstore	210
NV024	Centennial Hyundai	202



## DARE TO COMPARE ADVANTAGES:

# 2015 Elantra GT

### New for 2015:

The 2015 Elantra GT is a carryover model with one change: *Blue interior has been dropped for 2015MY*



### vs. 2015 Chevrolet Sonic LTZ Hatchback:

- Larger engine (2.0-liter vs. 1.4-liter)
- More horsepower (173 hp vs. 138 hp)
- More torque (154 lb.-ft. vs. 148 lb.-ft.)
- Driver Selectable Steering modes std. vs. not available
- CD player standard vs. not available
- Navigation system optional vs. not available
- Turn signal indicators in mirrors opt. vs. not available
- Dual-zone auto air conditioning optional vs. not avail.
- Electrochromic mirror optional vs. not available
- HomeLink® garage door opener opt. vs. not avail.
- Valet lockout feature standard vs. not available
- More cargo volume (23.0 cu. ft. vs. 19.0 cu. ft.)
- Longer wheelbase (104.3 in. vs. 99.4 in.)
- Larger fuel tank (13.2 gal. vs. 12.2 gal.)

### vs. 2015 Ford Focus SE 5-Door:

- More horsepower (173 hp vs. 160 hp)
- More torque (154 lb.-ft. vs. 146 lb.-ft.)
- 6-speed manual trans. vs. 5-speed manual trans.
- Driver Selectable Steering modes std. vs. not available
- Fog lights standard vs. optional
- Heated front seats standard vs. optional
- Heated exterior mirrors standard vs. optional
- Electrochromic mirror optional vs. not available
- HomeLink® garage door opener optional vs. not avail.
- Cooled glovebox standard vs. not available
- Valet lockout feature optional vs. not available
- Sport-tuned Suspension optional vs. not available
- Blue Link® Telematics optional vs. not available
- Larger fuel tank (13.2 gal. vs. 12.4 gal.)

### vs. 2015 Mazda3 5-Door i Touring:

- More horsepower (173 hp vs. 155 hp)
- More torque (154 lb.-ft. vs. 150 lb.-ft.)
- Driver Selectable Steering modes std. vs. not available
- Heated front seats standard vs. not available
- Sport-tuned Suspension optional vs. not available
- Blue Link® Telematics optional vs. not available
- Leather seating surfaces optional vs. not available
- More front head room (40.1" vs. 38.6")
- More rear head room (37.9" vs. 37.6")

### vs. 2015 Subaru Impreza 5-Door 2.0i Premium:

- More horsepower (173 hp vs. 148 hp)
- More torque (154 lb.-ft. vs. 145 lb.-ft.)
- 6-speed automatic trans. with Active ECO vs. CVT
- Driver Selectable Steering modes std. vs. not available
- Fog lights standard vs. optional
- Turn signal indicators in mirrors opt. vs. not available
- Cooled glovebox standard vs. not available
- Sport-tuned Suspension optional vs. not available
- Panoramic power glass sunroof optional vs. not avail.
- Blue Link® Telematics optional vs. not available
- Leather seat trim optional vs. not available

### vs. 2015 Volkswagen Golf 1.8 S 4-Door:

- More horsepower (173 hp vs. 170 hp)
- 6-speed manual trans. vs. 5-speed manual trans.
- Driver Selectable Steering modes std. vs. not available
- Heated front seats standard vs. optional
- Bluetooth® hands-free phone standard vs. optional
- Sport-tuned Suspension optional vs. not available
- Rear spoiler standard vs. optional
- Dual-zone automatic air conditioning opt. vs. not avail.
- More front head room (40.1" vs. 38.4")
- More cargo volume (23.0 cu. ft. vs. 13.7 cu. ft.)



**Elantra GT interior**

*NOTE: This competitive comparison is based on published 2015 model information found on manufacturers' websites or in Owner's Manuals as of December 2014. Information subject to change without notice. No warranty or guarantee is being extended and Hyundai reserves the right to change product specifications and equipment at any time without incurring obligation.*

